

Michael F. Easley
Governor



State of North Carolina Office of the Governor

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GOV. EASLEY UNVEILS MOTORSPORTS ECONOMIC IMPACT STUDY, NEW WEBSITE \$5 BILLION IMPACT ON NC ECONOMY, GENERATES 24,400 JOBS

RALEIGH – Gov. Mike Easley today announced the motorsports industry contributes more than \$5 billion annually to North Carolina's economy and generates 24,400 direct and indirect jobs in the state. In addition, Easley unveiled a new motorsports website.

"North Carolina's motorsports industry is worth \$5 billion a year to our economy and this industry provides more than 24,400 direct and indirect jobs to our citizens," said Easley. "Our motorsports industry is a powerful economic engine and we need to continue our aggressive efforts to protect, strengthen and expand its presence," he said. "We are a leader in the motorsports industry and we plan to keep our top ranking."

Easley today released an economic impact study, titled "Motorsports: A North Carolina Growth Industry Under Threat," in Mooresville. Authorized by the N.C. Motorsports Association last spring, the study was conducted by the Sanford Holshouser Business Development Group and the University of North Carolina at Charlotte. Funding was provided by the Golden Leaf Foundation, Rural Economic Development Center and the N.C. Motorsports Foundation.

Easley also unveiled a new "Motorsports Experience" website which provides information on the industry and racing, the site can be accessed at www.VisitNC.com.

The study recommended that the governor establish a N.C. Motorsports Task Force for promoting and advising on related policy matter. It also recommended that the state target and recruit more racing teams. North Carolina already has 82 percent of the Nextel Cup teams, 72 percent of the Busch teams and 55 percent of the Craftsman Truck teams.

"Our Department of Commerce is already aggressively recruiting motorsports and automotive companies and have assembled an enterprise team to focus on expanding this growth industry," Easley said. "The agency is also promoting tourism and exploring new ways to draw more visitors to the state."

The report also recommended that the state consider investing resources into motorsports technology, which would be housed within the University of North Carolina system. Technology could be developed in the university system and then made available to the private sector. Finally, the study

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